

Offer Management Information:		
Market Segment: Consumer	PSAP #: 000000	Tracking #: 2005C00943
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Finance Manager :	Phone:	I-Pager:
Offer/Promotion name: 4Q05-Cons-Reacquisition Line Connect Fee Waiver Extension Extension? Yes If yes, please provide original P3 tracking ID: 2004C00645 What is the offer name that will appear in external/regulatory communications: Reacq Service Connection Waiver Note: This field must be completed on the final P3 submitted to Strategic Pricing Promotions Manager. It must be a name that meets BellSouth Intellectual Property approval. Click here for guidance on name approvals.		
SECTION 1: CONCEPT OVERVIEW		
1.1 Description of Offer		
		Section 1 Comments
<p>1.1.1 Describe Business Situation addressed by this offer. (Include a description of the external target audience, i.e. Is the promotion intended for new customers, former customers, current customers, non-BellSouth customers, etc?) The service connection waiver for new acquisition or reacquisition customers purchasing BellSouth Complete Choice, BellSouth Preferred Pack, or BellSouth Basic Service and 2 features.</p> <p>1.1.2 Overview (Provide a high-level summary of the offer.) The Line Connection Charge will be waived for reacquisition or winover customers who purchase BellSouth® Complete Choice plan, BellSouth® PreferredPack plan, BellSouth® 2 Pack Plan or Basic Service and two features, and who are not currently with BellSouth® for local service.</p> <p>1.1.3 Promotion Specifics (Describe the offer concept in detail. Include all products that will be involved in this offer/promotion/bundle) Waived line connection charge to reacquisition or winover customers who purchase BellSouth® Complete Choice plan BellSouth® PreferredPack plan, Bellsouth® 2 Pack Plan or Basic Service and two features and who are currently not using BellSouth for local service in: AL, FL, GA, KY, LA, MS, NC, SC and TN from 12/27/2005 thru 12/31/2006</p> <p>1.1.4 Restrictions/Eligibility Requirements Offer Criteria: 1. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned. 2. The target customer for this promotion is a customer that switches service from either a facility based or reseller CLEC. This promotion is not valid for out of region customers who are new to BellSouth. 3. Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines. 4. Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address. 5. The customer must switch their local service to BellSouth and purchase any one of the following: a. The BellSouth® Complete Choice® plan b. The BellSouth® PreferredPack Plan c. The BellSouth® 2 Pack Plan d. BellSouth® Basic Service and two custom calling or touch star® local feature(s). 6. The customer must place the order on or before 12/31/06 AL, FL, GA, KY, LA, MS, NC, SC and TN 7. Offer valid for only one (1) service line at the intended local service address. 8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.</p>		

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